



# MAXIMIZE

YOUR BUSINESS POTENTIAL  
WITH PENSACOLA-TALLAHASSEE'S  
LARGEST CATHOLIC MAGAZINE

# WHY ADVERTISE?

## HIGH IMPACT

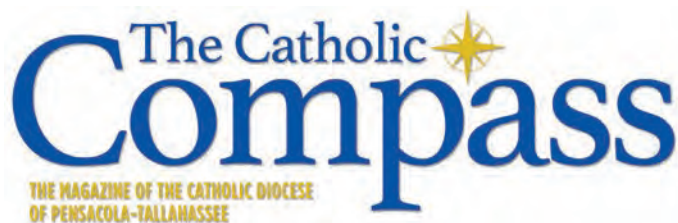
*The Catholic Compass* is a high-quality publication produced 6 times per year and distributed to more than 19,500 homes throughout the Diocese of Pensacola-Tallahassee.

## PASSIONATE READERS

Two independent readership audits conducted in similar markets confirmed that the magazine format — which is designed to uplift and inspire through compelling, people-based stories — is passionately read by a wide range of adult age groups.

## AD DETAILS

Cost is per insertion. All prices are for camera-ready material submitted to *The Catholic Compass* according to advertising guidelines. *The Catholic Compass* also offers design and production services for your convenience.



- Distributed to more than 19,500 homes
- Full color ads
- High pass-along rate
- Proven readership
- Appeals to all ages
- Establishes credibility in your market
- Award-winning format

## Pensacola-Tallahassee Diocese Map

### West Deanery Green-colored counties

Includes all of Escambia and Santa Rosa counties and the cities of Pensacola, Pensacola Beach, Gulf Breeze, Barrineau Park, Cantonment and Milton.

### West Central Deanery Yellow-colored counties

Includes all of Okaloosa, Walton and Holmes counties and the cities of Bonifay, Crestview, DeFuniak Springs, Destin, Fort Walton Beach, Freeport, Mary Esther, Niceville and Santa Rosa Beach.



### East Central Deanery Blue-colored counties

Includes all of Bay, Calhoun, Franklin, Gadsden, Gulf, Jackson, Liberty and Washington counties, and the cities of Panama City, Apalachicola, Bayou George, Blountstown, Cap San Blas, Chipley, Fountain, Marianna, Mexico



Beach, Panama City Beach, Port St. Joe, Sunny Hills and Wewahitchka.

### Eastern Deanery Orange-colored counties

Includes all of Jefferson, Leon, Madison, Taylor and Wakulla counties, and the cities of Tallahassee, Lanark Village, Chattahoochee, Crawfordville, Madison, Monticello, Perry, Quincy and Woodville.



# HOW EFFECTIVE IS THE CATHOLIC COMPASS FORMAT?



## What do readers say?

**97%** Makes me feel more connected to my Catholic faith.

**88%** Find the magazine interesting.

**72%** Spend more than 15 minutes with an issue.

**95%** of Catholic households have a reader

THE CATHOLIC COMPASS  
APPEALS EQUALLY TO  
ALL AGE GROUPS.

STATISTICS ARE FROM PUBLISHERS  
INFORMATION CENTER

## COMMENTS FROM A RANGE OF EVERYDAY READERS

“It’s nice to have a local Catholic magazine that covers issues in our daily lives plus inspires us to live a faith-filled, God-driven life”  
- FEMALE, 30-49

“It’s wonderful! Thank you”  
- FEMALE, 50-64

“I like the common themes in each issue. Very professional looking publication. Timely articles and uplifting messages.”  
- MALE, 30-49

“Very proud to display the magazine on my coffee table!”  
- MALE, 65+

# ADVERTISING GUIDELINES

## 2026 ISSUES • FULL COLOR

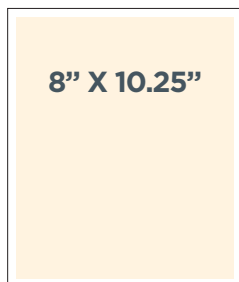
ISSUE	SPACE DEADLINE	ADS DUE	MAIL DATE
Jan./Feb.	11/12/26	11/14/26	1/2/26
March/April	1/26/26	1/30/26	3/10/26
May/June	3/20/26	3/24/26	5/6/26
July/Aug.	5/18/26	5/21/26	7/1/26
Sept./Nov.	7/27/25	7/30/26	9/7/26
Nov./Dec.	9/24/26	9/28/26	11/4/26

## Ad specifications

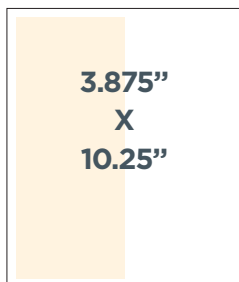
### FULL COLOR BI-MONTHLY: 6 ISSUES A YEAR

NUMBER OF ISSUES	INSIDE FRONT COVER	PER ISSUE COST				INSIDE BACK COVER	BOTTOM-HALF BACK COVER
		FULL	HALF	QUARTER	EIGHTH		
1	\$1,150	\$1,050	\$650	\$450	\$365	\$1,150	\$750
2 or more	\$1,060	\$960	\$600	\$420	\$345	\$1,060	\$691

FULL



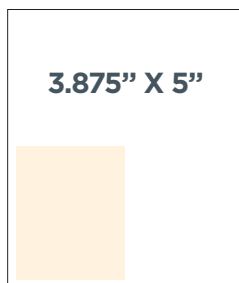
HALF



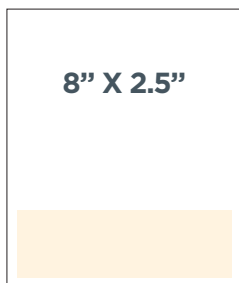
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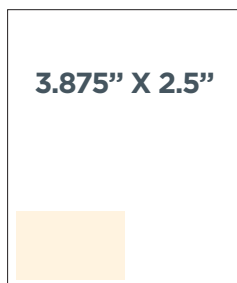
QUARTER



QUARTER



EIGHTH



## TERMS AND CONDITIONS

- Publisher reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of the publisher.
- Publisher reserves the right to insert the word "advertisement" above or below any copy.
- We reserve the right to adjust advertising rates at any time upon 30 days written notice.
- Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.

## BILLING AND CREDIT TERMS

Payment terms are net 30.

## PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality") or jpeg.
- All ads must be exact size at 100%, 300 dpi.
- Submit files by e-mail to: [thecatholiccompass@ptdiocese.org](mailto:thecatholiccompass@ptdiocese.org)

## FOR MORE INFORMATION

Chez Filippini  
850.435.3553  
[thecatholiccompass@ptdiocese.org](mailto:thecatholiccompass@ptdiocese.org)

## MAILING ADDRESS

*The Catholic Compass*  
11 North B Street  
Pensacola, FL 32502